

HOWARD S. CULLMAN
425 PARK AVENUE
NEW YORK, N. Y. 10022

May 11, 1970

Dear Joe:

That was a most effective editorial in The New York Times Saturday, and I would respectfully suggest that the advertising agencies of the various cigarette companies alert the broadcasting companies not to accept commercials except with proof of their statements.

You have done a great service to the industry.

Sincerely,

Howard S. Cullman

Mr. Joseph F. Cullman, 3rd
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

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